

Towards Safe & Sustainable Food Systems in Vietnam

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43% employed in agriculture

out of total national population

45% under 25 years old

out of total national population

11 million household farms

with an average farm size of 1.7 hectares

2% of vegetable purchases

happen in supermarkets in Hanoi

Food safety

is increasingly a national concern

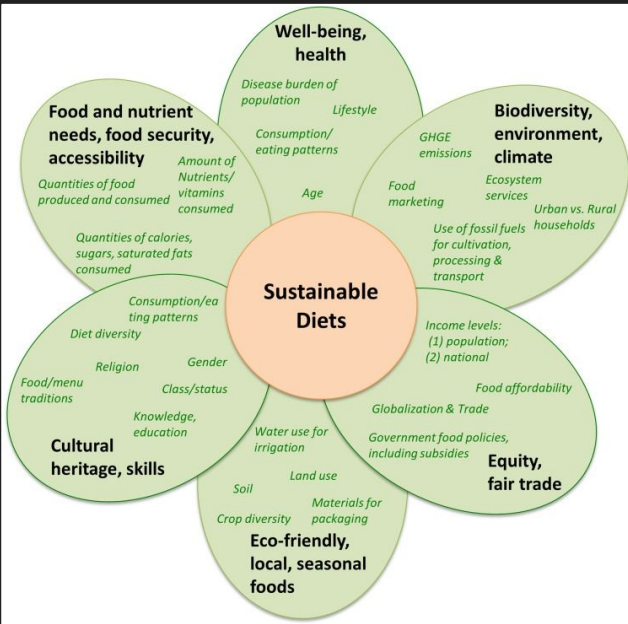
How can **existing data** and insights into the policy process be leveraged to inform decision-making on where and how to intervene to effectively shift **multiple axes of food systems** towards enhancing the sustainability?

Deliverables

1. **Compilation of data sources** from online and in-person references
2. **Novel Conceptual framework** for characterizing data, including eight domains and 200+ specific indicators
3. **Introductory meetings** and identification of stakeholders
4. **Stakeholder workshop** to identify priority indicators and additional data sources

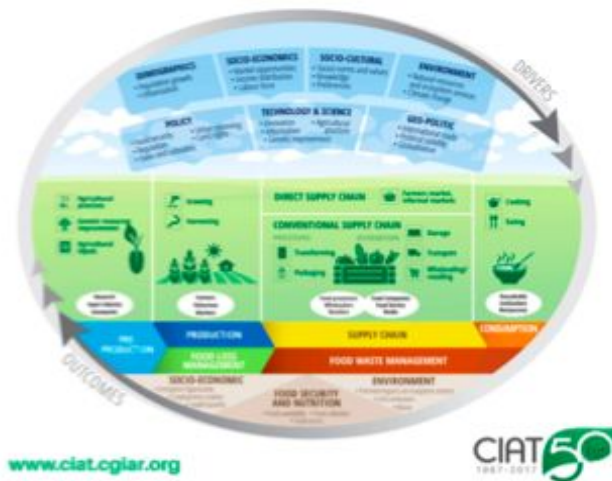
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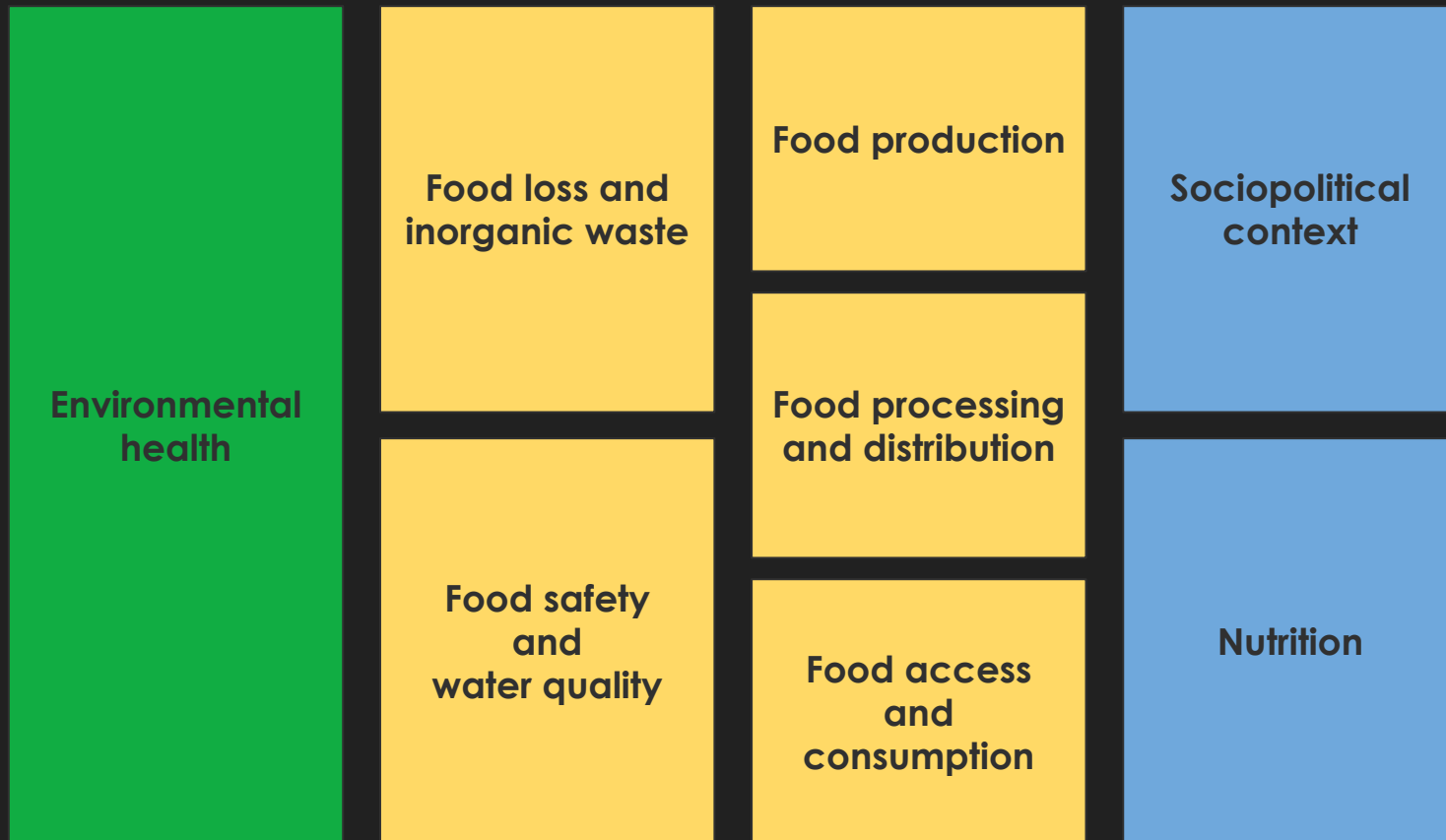


THE FOOD SYSTEM

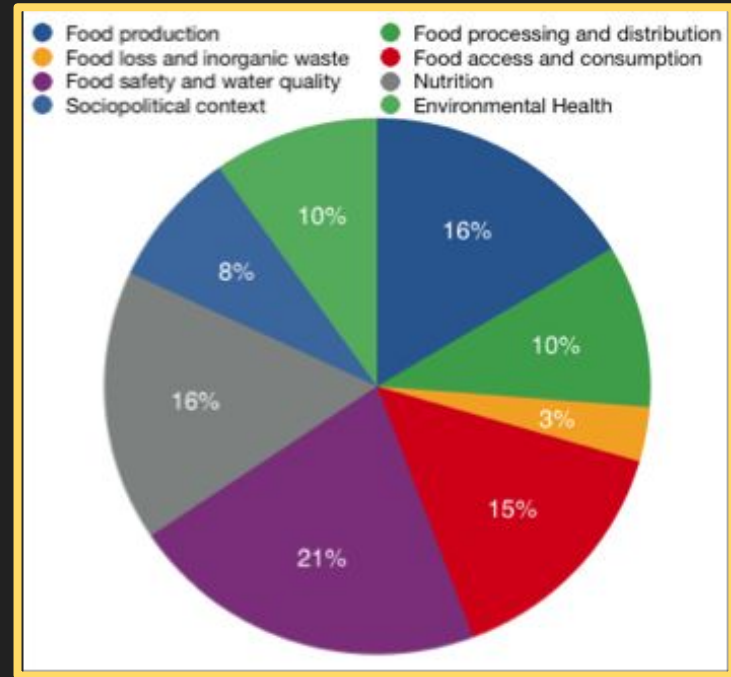
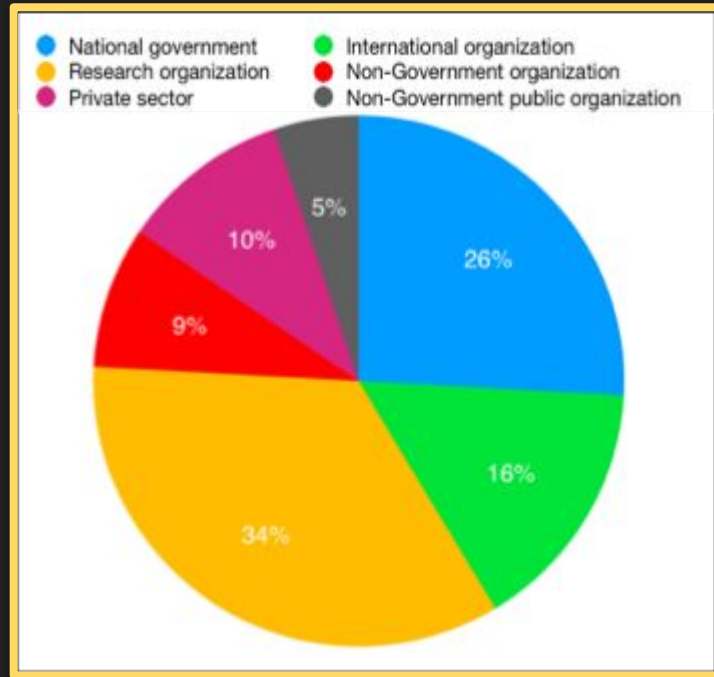
DRIVERS · ACTIVITIES · ACTORS · OUTCOMES



Eight domains of sustainable food in Vietnam:



Stakeholders identified



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Workshop goals

Meaningfully engage stakeholders to establish **trust and partnerships** for future project phases

Gain insight on the **priorities and perspectives** within each domain of a sustainable food system

Facilitate **interdisciplinary interactions** between stakeholders working within traditional specializations of food systems

Workshop structure

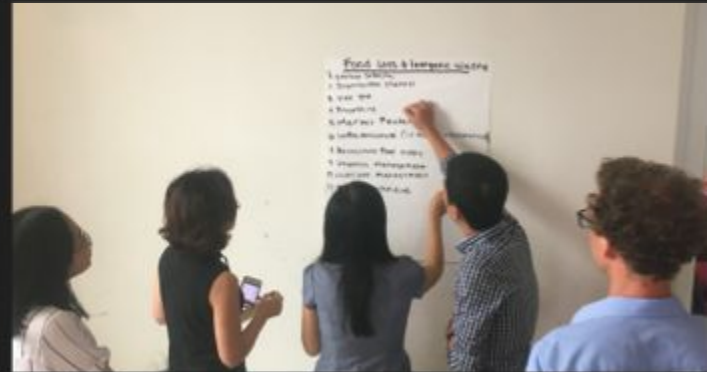
PART 1

Priority metrics **within each domain** based on:

- Feasibility of data collection
- Representativeness of domain
- Alignment w/ national government priorities

PART 2

Stakeholders were asked to weigh in on priorities **outside of their domain** of expertise through participatory mapping



Key leverage point: **Food safety**

“Proportion of production with clear traceability/quality standards”

“Quality control protocols”



“Adoption of food safety at home”

“Use/amount of chemical inputs”



“Food composition/quality”



“National food safety laws and standards”



Key leverage point: Food safety

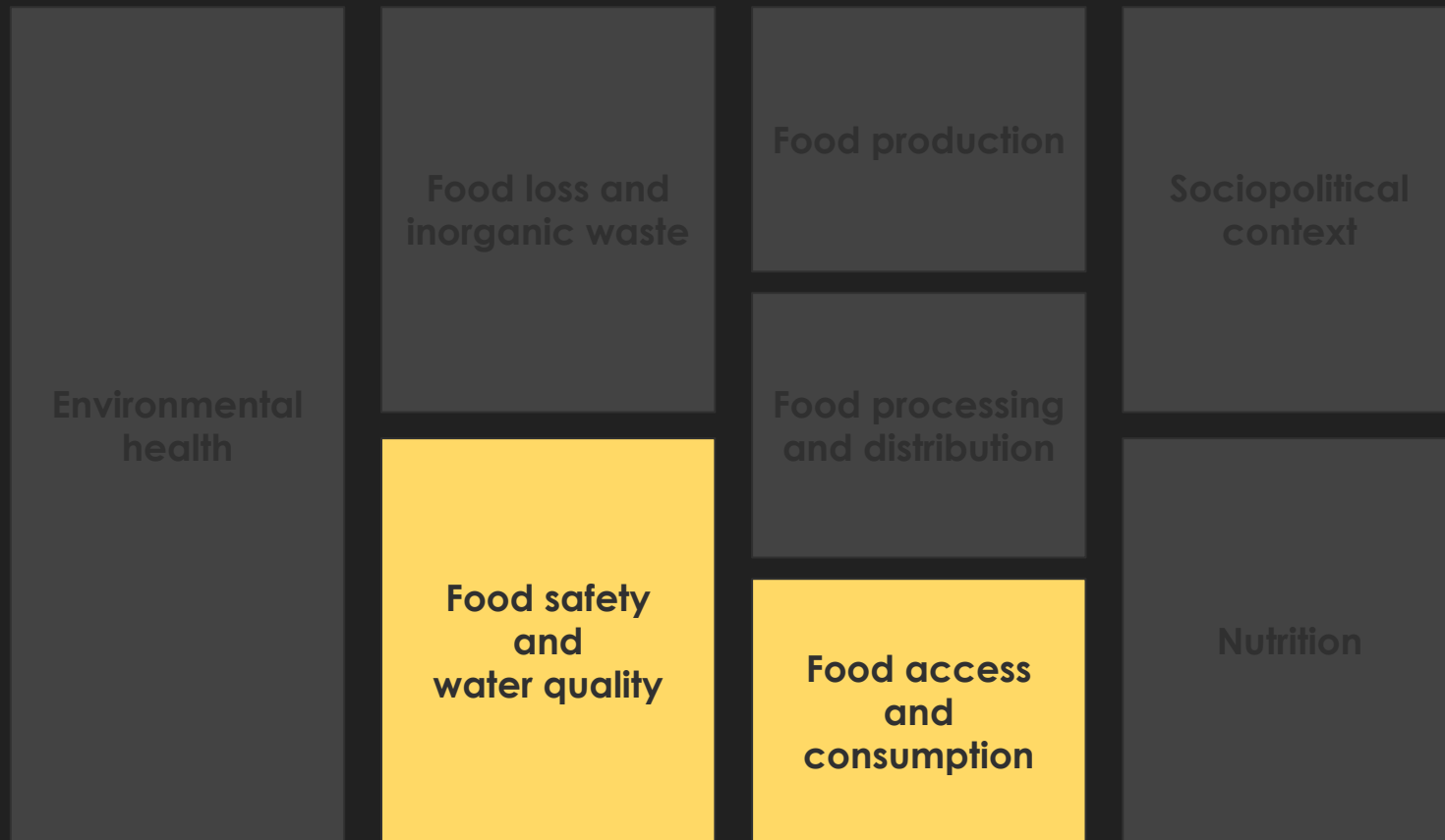
97.5% of people in Hanoi are “worried” or “extremely worried” about safety of their food.

Policy options:

- Modernizing supply chains
- Incentivizing private standards
- Farm co-operatives
- Good Agricultural Practices (GAP)
- Retail modernization



Eight domains of sustainable food in Vietnam:



Guiding questions and methods

How can safe vegetable value chains be built into traditional markets to effectively address demand constraints?

- Consumer characteristics, demands, and purchasing behaviors
- Barriers for safe-vegetables in traditional markets
- Food safety communication and labeling considerations

250 consumer surveys

conducted at Nghia Tan and Don Xa

10 semi-structured interviews

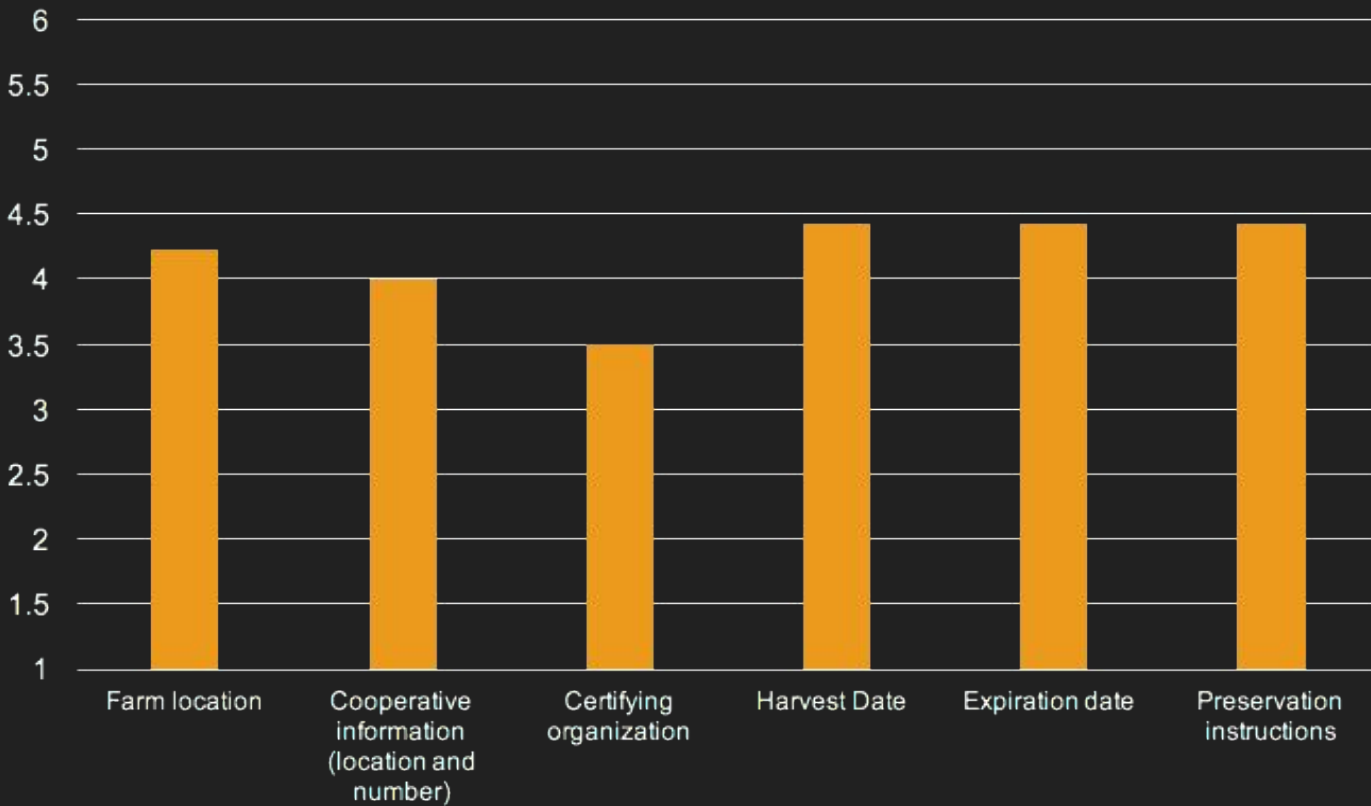
with food safety stakeholders



Survey sample

Labeling information	Labeling preferences					
	Not important.....Very important					
	Not important	Very little importance	Little importance	Important	High importance	Very high importance
1.Farm location						
1.Cooperative number and location						
1.Certifying organization						
1.Harvest Date						
1.Expiration date						
1.Preservation instructions						
1.Other (Specify)						

Labelling preferences



Summary of findings and next steps

74% of consumers

purchase the majority of their foods at traditional markets despite perceptions of 'very low quality'

65% of consumers

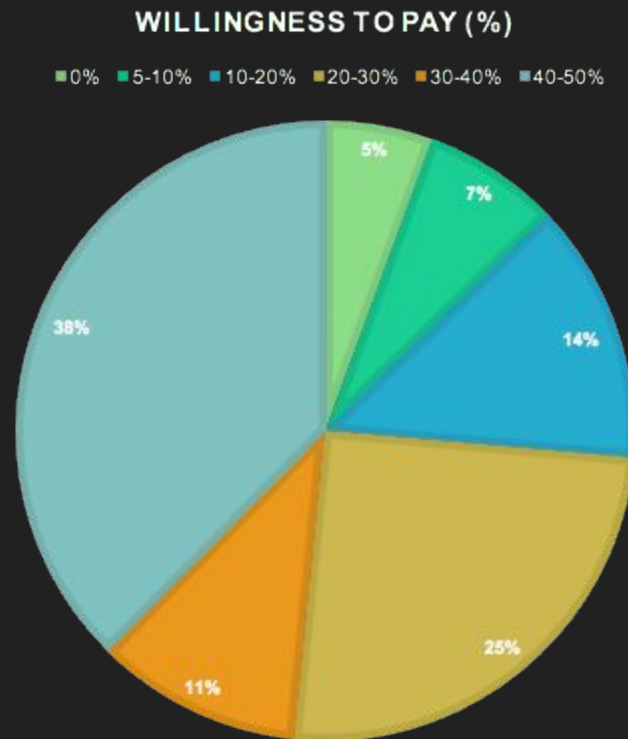
stated proximity to their home/work/children's school as main reason for shopping at the specific outlets

Appearance and freshness

followed by affordability, were largest influences on vegetable purchases

Television

was most used and trusted source for food safety info



Acknowledgements

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Global Food
Initiative
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FROM THE AMERICAN PEOPLE

A wide-angle photograph of a lush, mountainous landscape. In the foreground, two people are walking away from the camera on a dirt path. The person on the left is wearing a blue shirt and a black skirt, carrying a pink bag. The person on the right is wearing a black shirt and a black skirt, carrying a blue bag. They are walking towards a vast valley filled with terraced rice fields. The fields are green and terraced, following the contours of the hills. In the background, there are more mountains, some covered in dense green forest, and others partially shrouded in mist or low clouds. The sky is filled with white clouds. The overall scene is peaceful and scenic, capturing a moment of travel through a beautiful rural landscape.

Thank you
Cảm ơn